

Report Information

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Title of Assignment: Assignment-3: "Kitchen Appliances"

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Objectives

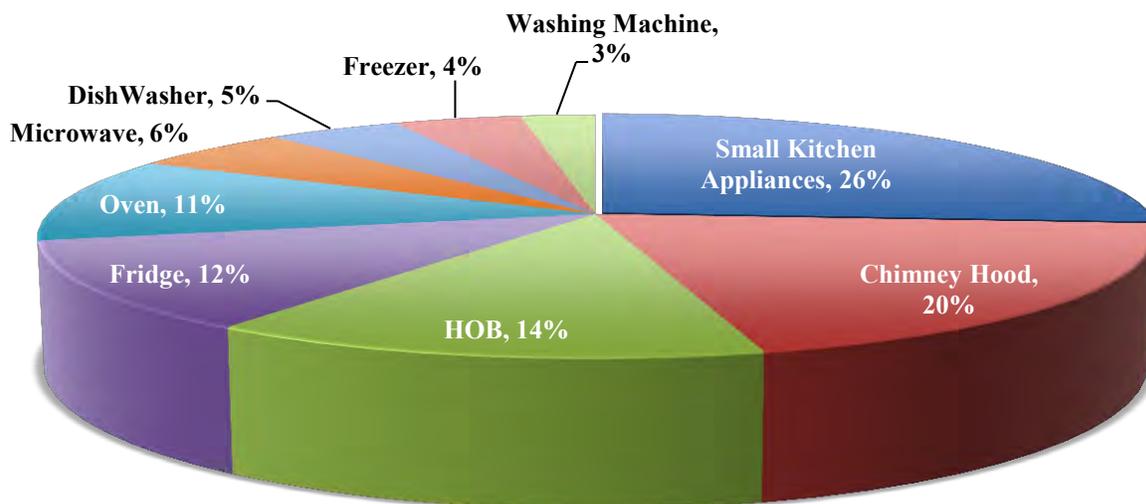
1. Researching the most popular appliance brands and their price brackets. Review the top 5 brands.
2. Research , contrast ,and compare the following types of cooking:
Induction, gas, electric, and steam oven.
3. Explaining Aga and why is it important for kitchen culture?
4. Telling Frigidaire story!
5. Present 3 images of kitchens with: canopy, undermounted rangehood, pull out Rangehood. Analyze the effect of their design to the wall units.
6. Drawing task of a unit in parallel projection.

1. The Most Popular Appliances

Jordan Wood Industries (JWICO) is a leading Kitchen cabinet manufacturing player at the Middle East; Appliance dealers strive to display their products at JWICO’s showroom. Only high quality brands are granted the opportunity. JWICO’s customers are being offered a One-Stop-Shop for their kitchens cabinets, worktops, accessories, and appliances.

For over 40 years, JWICO professionals have helped tens of thousands of customers plan, execute, and install their dream kitchens that are made to last !, Along with worry-free customer service that saves customer time and money. This is how JWICO have always done business and this recipe has helped JWICO become a leader in the industry.

JWICO is matching its customer with 4,000+ appliances every year; Appliances are being carefully selected to meet JWICO’s customer’s needs, design, and budgets. The below chart information are based on 5 years of real selling data from Jordan local Kitchen Appliances industry. From the chart below, we can tell that the majority of Jordan kitchens are equipped with a Fridge, Hob, and Chimney hood, while most of the Kitchens hold many Small kitchen appliances (Coffee Machines, Warming Drawers, Stand Blenders, Waste Disposers, Water Coolers, and Juicers,..., etc)

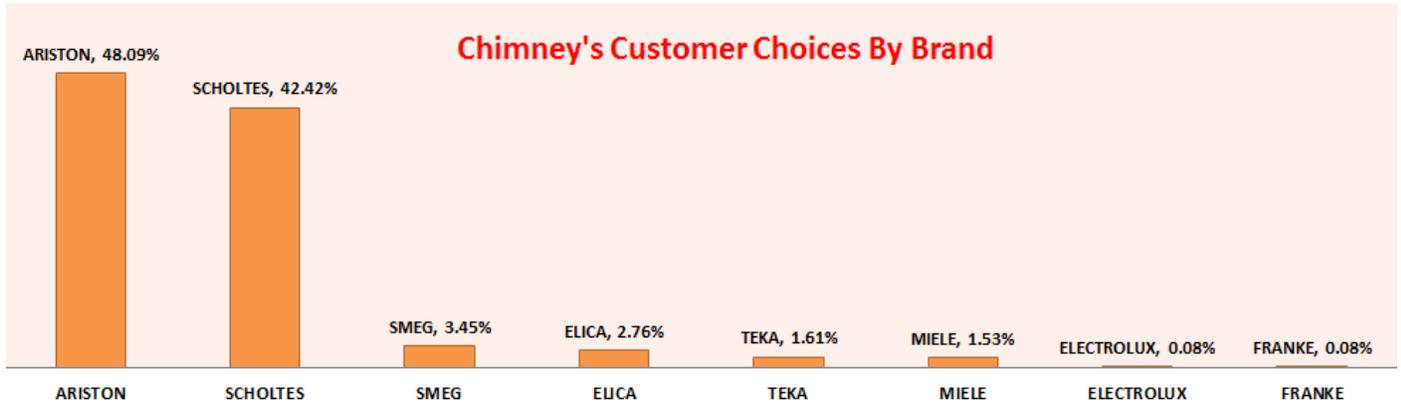


Kitchen Appliances Customer Purchases – JWICO Amman- Jordan 2013-2015

1.1 Chimney Hoods:

From the next chart, ARISTON seems to be number one customer's Chimney hood choice, About **48%** of the Jordanians have selected ARISTON Chimney for their Kitchens.

SCHOLTES Chimneys on the other hand have also gained the trust of **42%** of the customers, leaving the other brands 10% market share only!



JWICO Amman- Jordan 2013- 2015

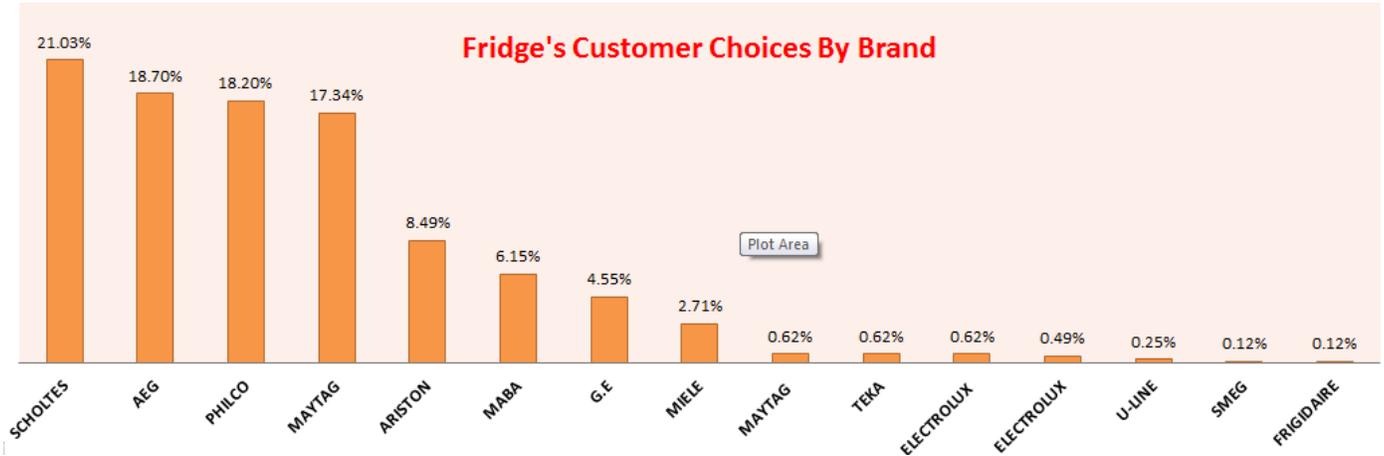
MIELE, the German high-quality brand is clear to have the highest price in the Chimney hoods product range, this should justify its low sales volume, and on the other hand ARISTON & SCHOLTES the Italian Brands are offering the market very competitive priced Chimneys and gaining the customers trusts.

Brand	Average Price
MIELE	\$4,591
ELECTROLUX	\$1,192
SCHOLTES	\$1,106
ELICA	\$904
TEKA	\$844
ARISTON	\$818
SMEG	\$780
FRANKE	\$690



1.2 Fridges:

From the next chart, we can see that SCHOLTES, AEG, PHILCO and MAYTAG are in head to head competition when it comes to the Jordanian fridge market. The three brands are sharing 58% of the fridge market share. On the other hand, ARISTON, MABA, and GE are competing on 19% of the market, and again MIELE is not doing well in the Jordanian Fridges market.



JWICO Amman- Jordan 2013- 2015

From the data on the next table and the previous section “Chimney hoods, we can tell that the Jordanian appliances market is mainly driven by the customers budgets and product prices competitiveness.

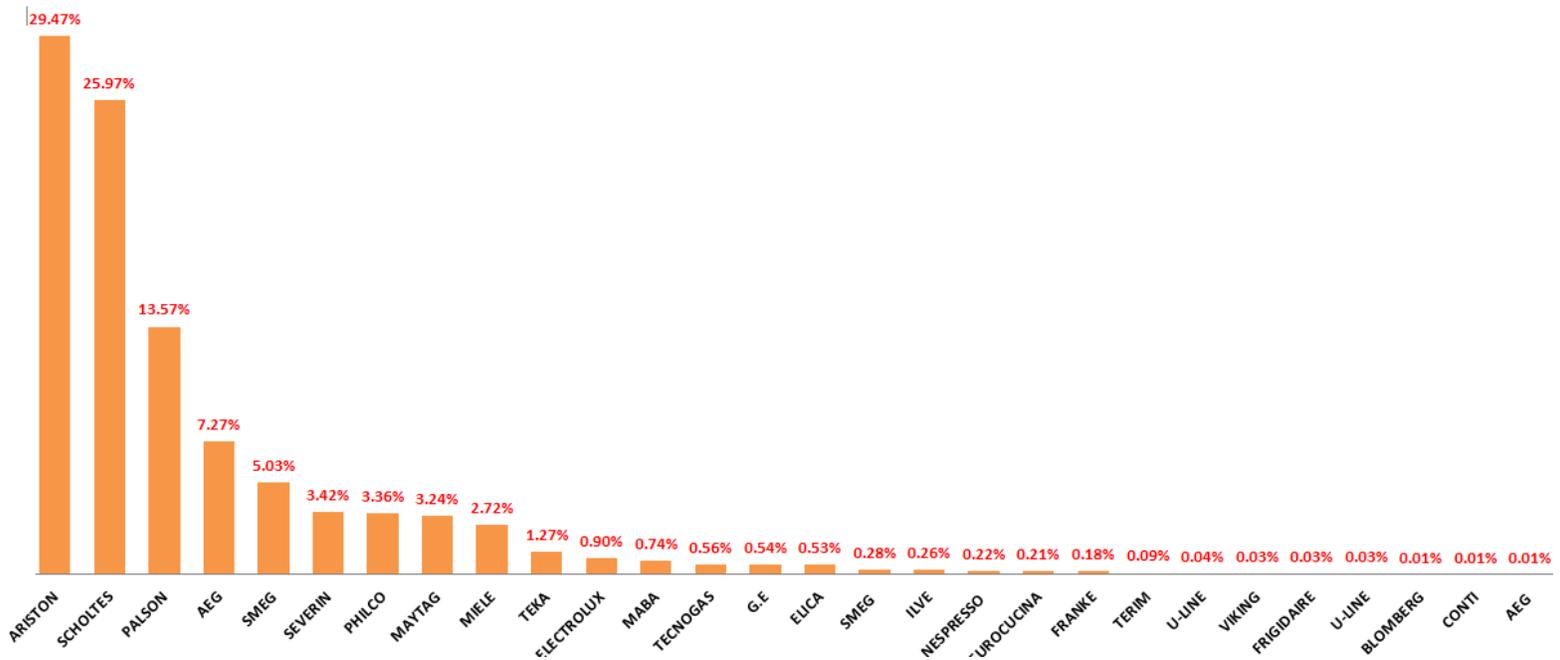
Jordanians are willing to spend an average of 1,300\$ USD on their Fridge purchase.

Brand	Average Price
U-LINE	\$6,315
MIELE	\$4,738
ELECTRO	\$2,147
MABA	\$2,140
MAYTAG	\$1,999
FRIGIDAIRE	\$1,858
G.E	\$1,228
SCHOLTE	\$1,205
ELECTRO	\$1,181
PHILCO	\$1,172
ARISTON	\$1,143
TEKA	\$1,013
AEG	\$993
SMEG	\$687



1.3 Kitchen Appliance Brands at Jordan :

The followings are the major Kitchen appliance brands, their market shares, and price averages per Appliance Type, ARISTON is leading the appliance market in Jordan , according to sales professional in the market , ARISTON dealer is offering great after sales support service along with his competitive prices and has gained the an excellent customer stratification rates !



Market Share by Brand (Kitchen Appliances) Amman- Jordan 2015

Brand	Chimney Hood	DishWasher	Freezer	Fridge	HOB	Microwave	Oven	Washing Machine	AVG Appliance Price
MIELE	\$4,591	\$2,221	\$6,760	\$4,738	\$1,893	\$2,076	\$4,064	\$3,289	\$3,797
ELECTROLUX	\$1,192	\$1,106	\$1,149	\$1,181	\$496	-	\$1,183	\$356	\$960
SCHOLTES	\$1,106	\$1,146	\$1,255	\$1,205	\$1,000	\$1,314	\$1,475	\$1,199	\$1,153
ELICA	\$904	-	-	-	-	-	-	-	\$904
TEKA	\$844	\$876	\$1,251	\$1,013	\$623	\$782	\$1,017	\$915	\$837
ARISTON	\$818	\$969	-	\$1,143	\$708	\$1,134	\$1,108	\$994	\$911
SMEG	\$780	\$846	\$857	\$687	\$562	\$951	\$905	\$891	\$755
FRANKE	\$690	-	-	-	\$835	\$1,373	\$1,148	-	\$976
MABA	-	-	-	\$2,140	-	-	-	-	\$2,140
TECNOGAS	-	-	-	-	\$230	-	-	-	\$230
AEG	-	-	-	-	-	-	-	\$1,327	\$1,327
EUROCUCINA	-	-	-	-	\$693	-	\$1,071	-	\$945
ILVE GAS&ELC.COOKER	-	-	-	-	-	-	\$5,926	-	\$5,926
AEG	-	\$1,127	\$1,178	\$993	\$555	\$846	\$1,066	\$1,098	\$963
MAYTAG	-	\$901	\$1,374	\$1,999	-	-	\$1,298	\$839	\$1,589
PHILCO	-	-	\$1,468	\$1,172	-	-	\$838	\$990	\$1,162
ELECTROLUX	-	-	-	\$2,147	\$552	-	\$1,056	\$1,028	\$981
BLOMBERG	-	-	\$669	-	-	-	-	-	\$669
TECNOGAS	-	-	-	-	\$411	-	\$1,110	-	\$819
SMEG	-	\$904	-	-	-	-	-	-	\$904
TERIM	-	-	-	-	-	-	\$1,085	-	\$1,085
ELECTROLOX	-	\$901	-	-	-	-	-	-	\$901
U-LINE	-	-	-	\$6,315	-	-	-	-	\$6,315
FRIGIDAIRE	-	-	\$1,858	\$1,858	-	-	-	-	\$1,858
VIKING	-	-	-	-	-	-	\$8,610	-	\$8,610
G.E	-	-	-	\$1,228	-	-	-	-	\$1,228
ILVE	-	-	-	-	\$1,091	-	\$1,510	-	\$1,301



Designed and built by one of Europe's largest home appliances company,

Ariston is **Italy's number 1 brand**. With a **45 year history** of trusted innovation, Ariston has continued to offer and achieve exceptional and award winning results. With performance that matches up to its great look, Ariston offer more than just style.

Total peace of mind, we offer a 5 year warranty on all cooking appliances and selected washing appliances.

Ariston Appliances – **where design innovation, technology and lifestyle merge effortlessly.**

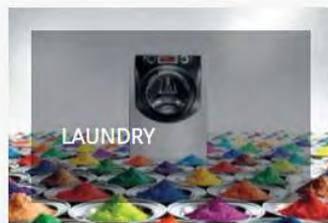
HD COOKING – Perfect cooking is easy to achieve, thanks to circulation of heat ensured by the sophisticated electronic device which manages the cooking cycles. HD cooking means uniform results on every cooking level. Eliminate cooking hotspots to create beautiful and evenly cooked food.

OPENSOURCE – With the same external dimensions as a 60cm oven, and a standard built in space the OPENSOURCE offer 20% extra capacity with 81litres. They offer 10 cooking functions, 6 of which are universal allowing everyone to become a Master Chef in the kitchen.

ECO TECH – Technology by nature, Ariston always considers energy saving as a fundamental deal for environmental protection.

LUCE RANGE – The latest technology comes together with award winning designs and designers, for appliances that are both advanced in terms of design but also in performance both ecologically and professionally. Luce intelligently combines high quality glass and the solidity of steel to create the best in innovation and elegance.

FAST CLEAN – An amazingly automatic self-cleaning cycle, which uses 500°C pyrolysis process to destroy any cooking grease or sugar residues left on the inner wall. Fast clean results make you think twice.





Indesit Company is one of the European leading manufacturers and distributors of major domestic appliances (washing machines, dryers, dishwashers, fridges, freezers, cookers, hoods, ovens and hobs). It is the undisputed leader in major markets such as Italy, the UK and Russia. Founded in 1975 and listed on the Milan stock exchange since 1987, the Group posted sales of €2.7 billion in 2013. Indesit Company has 8 industrial areas (in Italy, Poland, the UK, Russia and Turkey) and 16,000 employees. The Group's main **brands are Indesit, Hotpoint and Scholtès.**



Scholtès products embody the essence of the brand: “Recognized professionalism”. Only Scholtès provides demanding users with truly innovative, perfectly designed machines. Their sophisticated style goes hand-in-hand with professional performance. Appliances like these make users proud: of their talent, of the perfect results they get, of their houses and lifestyles. These products are immediately recognized as coming from Scholtès. They are true icons, standard-bearers for uncompromising quality and professionalism. They speak volumes about their owners.



PALSON is an electrical appliances company who offers huge number of high-quality and cost effective products, PALSON is doing great business at Jordan .





perfekt in form und funktion

ELECTRONICS INDUSTRY EVER SINCE.

AEG stands for Advanced Engineering from Germany which is why each product is developed to be Perfekt in Form und Funktion.

From leading the way with the world's first automatic washing machine in 1950, to pioneering the use of heat pump technology in tumble dryers; from designing the world's first 'green' range, to the first generation of induction cooktops, AEG has been at the forefront of almost every kind of technology we take for granted in the home.

So what is it about AEG that has made it a leader in household innovation for over a hundred years? The reason is simple: our commitment to perfection. Since visionary architect Peter Behrens joined AEG in 1907, our cutting-edge designers have worked hard to create appliances that combine outstanding performance with excellent German design and energy efficiency.

In 2011 AEG launched its elegant Neue Kollektion: the result of 125 years of crafting appliances to the highest level of perfection. The Neue Kollektion features ground-breaking innovations including revolutionary induction cooking technology and an advanced steam oven that allows you to use a unique combination of steam and hot air. Every day, we are striving to create the ultimate appliances for your home.

Perfekt in Form und Funktion is more than a slogan – it's a philosophy.



Cooking

Advanced technology combined with style and award-winning design



Dishwashing

State of the art performance in the most silent way



Range Hoods

Stylish range hoods to complement all kitchen and cooking needs



Laundry

Designed to give you perfekt laundry results every time

SEVERIN

TASTEFUL TECHNOLOGY

SEVERIN - TASTEFUL TECHNOLOGY

SEVERIN has been manufacturing electronic household appliances for over 60 years, with the aim of making daily life as easy as possible. German quality standards in conjunction with simple operation are the hallmarks of our claim. Find useful information about products, services and more at severin.com – quickly and easily.



2. Types of cooktops available in market

There are 3 types of cook-tops available in market: Gas, Electric and Induction. This is how they are different:

2.1 **Gas:** This type of cooktop has a burner on top and uses gas (LPG or PNG) to burn a flame that is used to cook food.

Pros:

- ✓ Gas stoves provide better cooking control. One does not have to worry too much about position and size of the utensil kept on it. Though it can impact efficiency.
- ✓ One does not have to depend on power cuts for cooking.
- ✓ Good for cooking most Indian food like chapatti, etc.
- ✓ No specific requirement for utensil type.

Cons:

- Inflammable and thus dangerous. Can cause burns.
- Heats up the surroundings as well. Can increase the cooling bills if the environment is air conditioned.
- Ceiling Fans cannot be used along with it.
- Flames do produce CO₂.

2.2 **Electric:** This type of cook-top has a coil that heats up due to resistance when current passes through it. As its name, it uses electricity to generate heat and cook food.

For Electric Coil Cook-tops:

Pros:

- ✓ Not inflammable thus creates a little safer environment.
- ✓ More energy efficient than gas stoves and can be economical than gas stoves if gas is not available at subsidized rates.
- ✓ Not as good as a gas stove for cooking food like chapatti but still can be used.
- ✓ Releases less heat to the surrounding and ceiling fans can be used along with it.

Cons:

- Can cause burns when touched.
- Takes time to heat up.
- Can only be used with flat surface utensils.
- Inadequate power supply can stop cooking.

2.3 **Induction:** Although this type of cook-top uses electricity but it uses magnetic property of steel to directly heat the cooking vessel. Unlike other cooking methods it does not use flames or red-hot element to cook. Thus it is considered more energy efficient. Also it only heats the vessel in contact thus reduces possibility of injury.

Pros:

- ✓ Induction cook-tops heat faster and distribute heat more evenly.
- ✓ They are completely safe as they heat only when a steel or iron element comes in contact.
- ✓ They are easier to clean.
- ✓ Efficient in terms of energy use.
- ✓ Come with programmable temperature controls.
- ✓ No heat wasted as it cools quickly as one shuts it down.

Cons:

- ✓ Can only be used with steel or iron utensils. Thus the kitchen has to be adjusted accordingly.
- ✓ They are generally expensive than regular cook-tops.
- ✓ Can be used only with flat surface utensils.
- ✓ Inadequate power supply can stop cooking.
- ✓ Will not work at all for some Indian food like chapatti.
- ✓ Some people observe that the heating is localized and mostly happens at the center of the utensil. This makes it important to put the right sized utensil on a induction cook-top and oversized ones should not be used.

2.4 **Steam Oven:** Unlike traditional ovens which use dry, hot air created by heating elements to cook food, steam ovens unsurprisingly, simply use steam! By boiling water in an inbuilt reservoir, steam ovens create a cloud of steam inside the oven chamber which circulates around your food and, in turn, cooks it.

What Can Be Cooked In A Steam Oven?

Steam ovens are extremely versatile making them great for cooking just about anything! Just like conventional ovens you can cook vegetables, fish, meat, pasta, bread, desserts and even rice, just to name a few! Take a look at some of these amazing recipes to see just how creative you can get if you decide to invest in a steam oven for your kitchen:

Autumn Beef and Herb Salad with Orange Dressing

Honey-Wheat Sandwich Bread

Gourmet Beef and Potato Salad

Chocolate Pots de Crème

The Different Types of Steam Ovens:

Like most appliances, steam ovens come in different shapes, sizes, finishes, and can even have different technologies integrated. They are generally both small and compact like the size of a microwave, or the size of a conventional oven.

The following are the two different types of steam oven you are most likely to come across:

Standard Steam Ovens - This is the classic steam oven which simply uses steam alone to cook your food to perfection.

Steam Ovens with Convection - These ovens not only use steam but also use a fan to help force air around the oven resulting in quicker cooking times and even a little browning!

The Pros of Steam Ovens

Steam oven yield many advantages when it comes to cooking food, take a look at the list below to help you decide whether a steam oven is right for you.

- Cooking your food using steam helps your food to retain more flavor, texture and colour which is why it is a top choice for many high end restaurants.
- Using steam is one of the healthiest ways to cook food. Less nutrients, vitamins and minerals are lost this way.
- Steam ovens are incredibly easy to clean compared to conventional ovens. You simply wipe excess moisture out with a cloth. As food will not burn or bake on in a steam oven there is no need for time consuming oven cleaners and scrubbing!
- Cooking with steam is quick and easy and can often reduce cooking times.

The Cons of Steam Ovens

It's always a good idea to weigh up both the pros and cons when choosing appliances for your kitchen, but I am happy to tell you that steam ovens have very little downfalls. One of the only major issues you may find with a steam oven is that food cannot be browned or crisped in it, meaning you won't be able to achieve that chargrilled look or a golden roasted turkey.

3. What does Aga stands for and why is it important for kitchen culture?

The Aga cooker - beloved of housewives throughout Britain - was invented by a Nobel Prize-winning scientist to help his wife who was exhausted by the drudgery of cooking.

Gustaf Dalen was blinded by an acetylene explosion in 1912 - the same year he won the Nobel Prize for Chemistry.

Forced to stay at home in Sweden, it came to his attention that his wife was being drained by the demands of running a household.

So in 1922 he designed an all-in-one cooker/water heater and laundry dryer to help mitigate the stress that having a blind husband had caused Elma, his wife.

The first solid-fuel Aga cooker featuring a black top with white front panels was introduced to Britain under licence from Aga in Sweden in 1929.

The popularity of the cooker with the owners of medium-sized and large country houses led to the term "Aga Saga" being coined.

The secret to the Aga cooker's success is its heavy iron castings, which absorb and retain heat. This means food is cooked by radiant heat, not heated air as in most ovens and, as a result, the food retains more moisture and flavour.

It combines two large hotplates and two ovens in one unit.

AGA stands for Aktiebolaget Gas Accumulator, the name of a Swedish company that invented a system of safe storage for the acetylene gas used in lighthouses.

The Aga is known for its longevity, with many cookers still operating after more than 50 years. In 2009, in conjunction with the Daily Telegraph and to celebrate the 300th anniversary of its foundry, AGA set up a competition to find the oldest cooker still use. There were thousands of entries, but the winning cooker was installed in 1932 and belonged to the Hett family from Sussex.

Around 750,000 households globally have an Aga. Surprisingly they have become increasingly popular in France. More than 1,500 French kitchens bought an Aga between 2002 and 2006.



in

The British Obsession with the AGA Cooker

For the British, it is a sign of prestige and dignity.

The Aga is extremely energy inefficient (425kWh per week compared to 580kWh per year for a normal gas oven), extremely impractical (with its four ovens and as much steel as a small Korean car), practically indestructible with its at least 50 years lifespan, and godlessly expensive, ranging from \$13,000 to \$30,000.

But Aga is something of a cult for the Brits from the middle and upper class. With its olden-days-looking exterior and robust interior, the Aga personifies the British taste for tradition and style (or traditional style). That's why it is usually the centerpiece of the house. A housewife will always show off her Aga to her guests. In fact, out of the entire home, the British invest the most money and effort in their kitchens, which is quite paradoxical since they are known for their mediocre cuisine (which I don't really agree with).



In Britain Aga culture is very similar to the Harley Davidson Rider's Club – Brits simply become one with their Aga !

Innovated AGA Design 2014

In 2014 the AGA City60 was launched. The product reflected the history and passion felt within the Group for the AGA design. The need for a lid was felt to be central as it was a visual prompt and integral to a product being an AGA. The cooker handrail is a feature so beloved by those who lean on their AGA that it too had to stay in the traditional model - while a contemporary design was introduced to show that the AGA can be a perfect part of the minimalist straight line designs that dominate built-in Germanic kitchen design.



4. Who was Frigidaire

General Motors President Billy Durant personally bought the Guardian Frigerator Company of Detroit, MI. in June **1918** with his own money. Guardian was a struggling company that had produced its first self-contained electric refrigerator in 1916 but had sold only 40 units in its first 2 years. In 1919, General Motors repaid Durant his investment of a little over \$56,000.00 and renamed the company Frigidaire. GM employed new mass production and sales techniques of the auto industry to the company and by 1924 they were showing a profit. In 1926, the first all-steel refrigerator cabinet was introduced.



By 1929 Frigidaire had sold one million units and despite the great depression, sales grew. In 1931, Frigidaire scientists developed a safe refrigerant, Freon 12. Before that a dangerous and toxic sulfur dioxide or ammonia gas was used. In 1938, Frigidaire produced its first air cooled window air conditioner.

During WWII even Frigidaire had halted production to contribute to the war effort by building Browning .50 caliber machine guns, aircraft parts and other military items. In 1947, after production had resumed, a laundry product line was added. By 1958 Figidaire had built its 50 millionth product and in 1965 the automatic icemaker was introduced. It delivered ice cubes to the door, which is a popular option today.

Over the years, Frigidaire has produced air conditioners for vehicles, homes and business, refrigerators, freezers and commercial coolers, stoves, ovens, ranges, washing machines, dryers, dishwashers, trash compactors, hot water tanks, microwaves, and just about any other appliance available.

In 1979, after a decade of layoffs and increased production costs General Motors sold Frigidaire to White Consolidated Industries. ***In 1986, AB Electrolux of Sweden purchased Frigidaire***



Frigidaire with Icemaker



Frigidaire Automobile Air Conditioning

5. Rangehood design effect on wall units

Undermounted Rangehood

Undermount rangehood enclosed in cabinetry to give a clean look and possibly allow use of the space either side of the duct.
 The kitchen was supported by stainless steel top and splash back, Metal splash board instead of tiles
 Two burner gas plus real oven!

In this design the hood's (in case it is vented range) ductwork can be routed through the wall cabinet, where it is out of sight.



Canopy Wall-Mount Rangehood

A professional-grade appliances call for heavy-duty ventilation hoods. This wall-mount canopy-style hood has a streamlined look that would suit a contemporary kitchen but also recalls the seamed metal roof of a barn, making it a good choice for a country-style kitchen as well.
 Wall cabinets were removed to be to fit the range hood in the kitchen

The range hood's location can greatly affect performance and ease of installation. An outside wall is the ideal location for a range hood because the duct work required will be short and straight. This allows the vent to work at optimum performance while minimizing the preparatory ductwork.



Pull-Out Rangehood

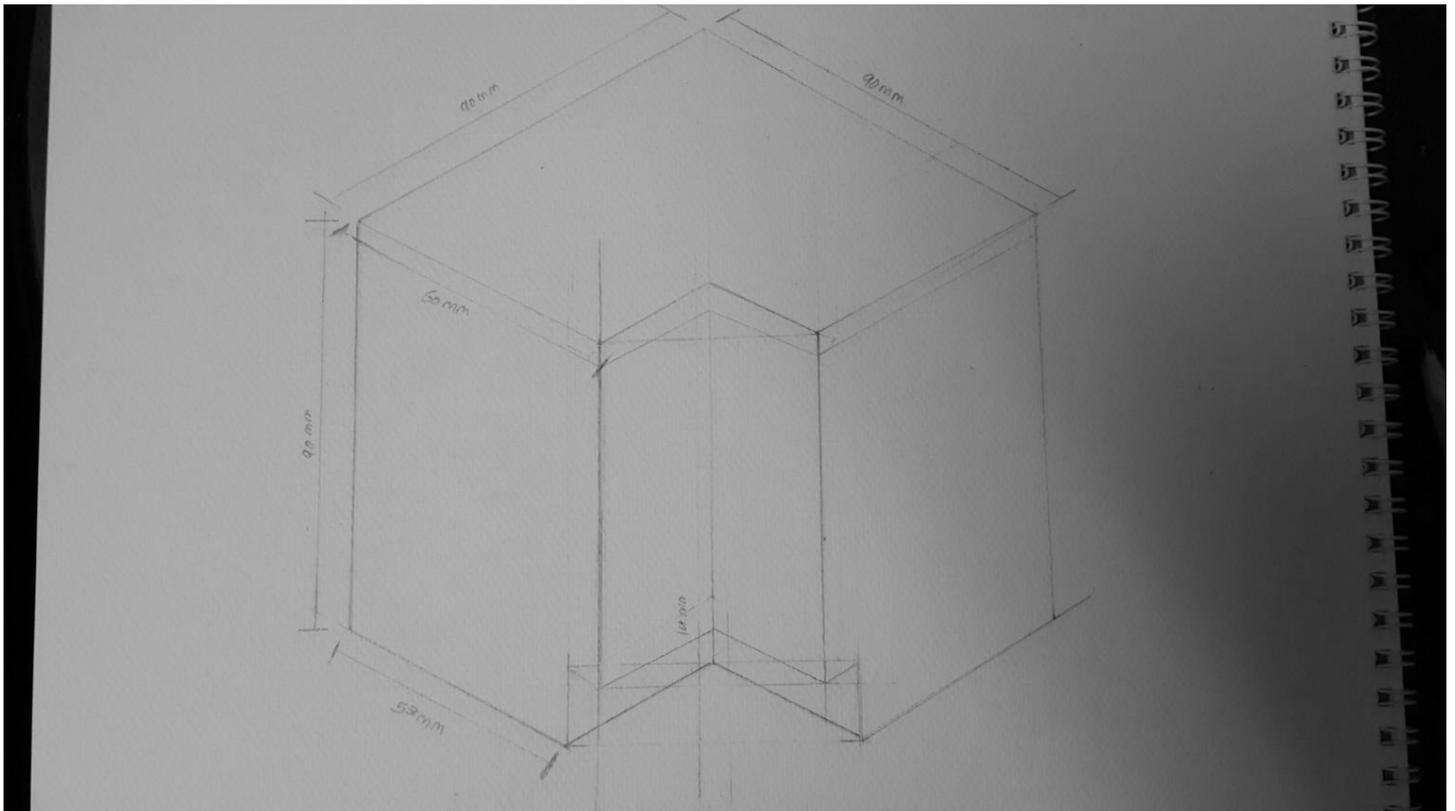
The "hood" to go away-- it is flush with the cabinet above and when you want to use it you pull it forward and the light comes on and the fan come on--when"

This type of hoods will help you keep things simple and out of sight while saving space, the cabinet above the hood can still be used to gain extra storage



6. Drawing Task :

Base corner unit:



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